

Exhibit 4

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

ADSTRA, LLC,

Plaintiff,

v.

Civil Action No.

KINESSO, LLC and ACXIOM, LLC,

24-CV-02639

Defendants.

CONFIDENTIAL VIDEOTAPED DEPOSITION OF

EUGENE B. BECKER

DATE: Thursday, September 26, 2024

TIME: 2:03 p.m.

LOCATION: Remote Proceeding

Greenberg Traurig, LLP

One Vanderbilt Avenue

New York, NY 10017

REPORTED BY: Logan Thoreau

1 E. BECKER

2 we can bring it up with Hal. I'm just
3 curious if it's redacted or if it appeared
4 like that in its original form.

5 So the Real ID products that you
6 mentioned were launched in the fall of
7 2023, did they generate revenue for
8 Acxiom?

9 MR. SHAFTEL: Objection. Misstates
10 the testimony.

11 A So Real ID as a brand existed
12 prior to my arrival at Acxiom. And Real
13 ID products that generated material
14 revenue for Acxiom throughout my tenure
15 were there.

16 The specific capabilities
17 launched in the fall of '23, which is the
18 cloud native instance of Real Identity,
19 did not generate any revenue that I'm
20 aware of over the course of my tenure.

21 Q Okay. Are you aware of any
22 projected revenue associated with the
23 cloud native instance of Real ID?

24 A I'm aware of the fact that
25 revenue projections were made. I do not